

Message Text

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PAGE 01 TEHRAN 07671 140535Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 COME-00 ICA-11 /042 W
-----085640 140539Z /15

R 140453Z AU78
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 9788
INFO AMEMBASSY ATHENS
AMEMBASSY CAIRO
AMEMBASSY MANAMA
AMEMBASSY AMMAN
AMEMBASSY DAMASCUS

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E.O. 11652: N/A
TAGS: BEXP OTRA IR
SUBJ: JORDANIAN PLANS TO ESTABLISH AN INTERNATIONAL
INDUSTRIAL TRADE FAIR

REF: STATE 195954

1. LACKING FIRST-HAND FAMILIARITY WITH THE JORDANIAN MARKET,
EMBASSY TEHRAN UNABLE MAKE JUDGMENT ON WHAT IS BEST FOR
JORDAN. WE DO HAVE THE FOLLOWING OBSERVATIONS TO MAKE
BASED ON EXPERIENCE WITH SIXTH TEHRAN TRADE FAIRS.

2. SINGLE THEME SHOWS, SUCH AS THOSE MOUNTED IN THE TEHRAN
TRADE CENTER TEND TO BE MORE SUCCESSFUL IN TERMS OF THE
CRITERIA LISTED ON DIB FORMS 411P AND 486. HOWEVER, SUCH
VERTICAL SHOWS WILL REQUIRE A GREATER DEGREE OF RECRUITMENT
SUPPORT ON THE PART OF THE DEPARTMENT OF COMMERCE AND
THERE OBVIOUSLY FEWER ALREADY REPRESENTED
LOCALLY THAT CAN BE DRAWN UPON AS A NUCLEUS FOR SUCH
EXHIBITIONS.

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3. ANOTHER POINT FOR CONSIDERATION IS THE MEANS BY
WHICH A THEME WOULD BE SELECTED. WILL SUFFICIENT
MARKET RESEARCH BE DONE TO IDENTIFY NEEDS AND INTEREST,
OR IS THERE A CHANCE THAT A THEME STANDING NO CHANCE OF
SUCCESS WOULD BE SELECTED? ARE THERE SUFFICIENT PERTI-
NENT THEMES TO CHANGE FROM YEAR-TO-YEAR? THE INTER-

NATIONAL FAIRS AND EXHIBITION CORPORATION OF IRAN MOUNTS
A NUMBER OF VERTICAL EXHIBITIONS EACH YEAR IN ADDITION
TO THE TITF. DESPITE THEIR EFFORTS, THE CORPORATION
HAS HAD SOME DIFFICULTY DEVELOPING SUFFICIENT INFORMA-
TION ON MARKET POTENTIAL. FOR EXAMPLE, PRIOR TO A RECENT
EDUCATIONAL MATERIALS FAIR, A QUESTIONNAIRE WAS SENT TO
RELEVANT GOI MINISTRIES AND OFFICES. RESPONSE WAS AP-
PARENTLY LIMITED, YET SEVERAL OFFICIAL APPROACHED FAIR
AUTHORITIES AFTER THE EXHIBITION HAD OPENED SHOPPING FOR
SCHOOL FURNITURE AND WANTING TO KNOW WHY NONE WAS SHOWN.
NAAS

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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